



Optical Media Board  

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Annual Report

2020



# CONQUERING 2020



The Optical Media Board  
2020 Annual Report



# TABLE OF CONTENTS

01

Agency Overview

02

Messages From Our Leaders

12

Accomplishment Reports

13

Executive Office

17

Registration & Licensing Division

21

Legal Division

26

Enforcement & Investigation Division

55

Administrative & Finance Division

67

Highlights & Milestones

# AGENCY OVERVIEW

The Optical Media Board (OMB), under the direct supervision of the Office of the President, was created pursuant to Republic Act (R.A.) No. 9239 or the Optical Media Act of 2003.

R.A. 9239 regulates the mastering, manufacturing, replication, importation and exportation, distribution and sale of optical and magnetic media, and other media storage devices.

The law covers the entire territory of the Republic of the Philippines including economic zones as defined both under R.A. Nos. 9239 and 7996.

In line with this mandate as one of the anti-piracy agencies in the Philippines, the OMB performs regulatory functions through the exercise of its enforcement and quasi-judicial powers that facilitate the apprehension and eventual prosecution of violators of RA 9239.

The policy of Optical Media Board is to ensure the protection and promotion of intellectual property rights.

## MISSION

To protect and promote Intellectual Property Rights in Digital Form.

## VISION

An economy that is free from Optical Media Piracy where there is a level playing field for all legitimate players.

# MESSAGES FROM OUR LEADERS









MALACANANG PALACE  
MANILA

## MESSAGE

My warmest greetings to the Optical Media Board (OMB) as it publishes its 2020 Annual Report.

I commend the men and women of OMB for their dedication in protecting intellectual property rights through the efficient regulation and enforcement of optical media laws and regulations. At a time when most of our activities in government and in the private sector are moving towards digitalization and online platforms, your work becomes even more relevant and necessary.

As you chronicle your milestones and achievements in the previous year, may you renew your commitment in promoting integrity, honesty and accountability in all institutions and enterprises using optical media. As we adapt to the new normal, I trust that we can raise greater awareness on the importance of an economy that is free from digital piracy.

Together, let us achieve a stronger and better future for the entire nation.

I wish your agency more success in the years ahead.

RODRIGO ROA DUTERTE

MANILA  
June 2021

THE PRESIDENT OF THE PHILIPPINES



## INTELLECTUAL PROPERTY OFFICE OF THE PHILIPPINES

The surge of criminal counterfeiting and piracy, the drastic shift to e-commerce, and the concerning lack of consumer awareness are all aggravating the problems intellectual property (IP) rights holders are dealing with in this raging pandemic.

In this unprecedented wave of IP violations, the government must take on more innovative and efficient approaches for coordinations. We deeply appreciate how OMB has been active in the discussions of the IPOPHL-led National Committee on IP Rights, especially in the past year which presented the most critical times for working together.

Moreover, the OMB continued in its seizure operations despite the potential health risk of moving physically across stores and warehouses. In 2020, it managed to seize over P68.57 million worth of counterfeit storage devices.



Recognizing that OMB is an important partner in disabling optical media counterfeiters and pirates from thriving in this new normal, we look forward to seeing OMB in 2021 again in high spirits all for our common goal of protecting the country's innovation, creativity, jobs and future for prosperity.

Maraming salamat at mabuhay ang OMB!

  
**ATTY. RAFAEL S. BARBA**  
Director General

Intellectual Property Office of the Philippines



Department of the Interior and Local Government  
SECURITY, JUSTICE AND PEACE  
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT  
OFFICE OF THE SECRETARY

My warmest greetings to the Optical Media Board (OMB) for the release of its 2020 Annual Accomplishment Report.

The Department of the Interior and Local Government (DILG) congratulates the OMB, led by Chairman and Chief Executive Officer Atty. Christian D. Narvidad, for another successful year of countering media piracy in the Philippines despite the challenges posed by the ongoing COVID-19 pandemic.

This 2020 Annual Accomplishment Report is yet another resounding (tangible proof of the agency's unceasing commitment to upholding its primordial mission to protect and promote Intellectual Property Rights in digital form.

Since its inception in 2003, the OMB, under the direct supervision of the Office of the President, has been one of the lead anti-piracy agencies of the government performing regulatory functions through the exercise of its enforcement and quasi-judicial powers that facilitate the apprehension and eventual prosecution of violators of Republic Act (R.A.) No. 9239 or the Optical Media Act of 2003.

With the advancement of technology causing piracy to become more pervasive, OMB's mandate cannot be more timely and crucial in curbing this potential problem and its damages to the media industry and to the livelihood of the people working hard in it.

In attaining an economy that is free from digital piracy, rest assured that the DILG is in unison with the OMB in countering unregulated manufacturing, replication, importation, and exportation of all forms of optical media. Together, let us make piracy a problem of the past to create a media industry with a healthy and level playing field for all legitimate players.

Again, my congratulations to the OMB. It is my fervent hope that this Annual Report serves its purpose of informing the public of what you have attained and what glorious future achievements and heights you can conquer.

I wish you much success in all your anti-piracy endeavors in the years to come. Malasay ang OMB!

  
**EDUARDO M. ANO**  
Secretary



Our mandate in Optical Media Board as enshrined in the pertinent provisions of Republic Act No. 9293 otherwise known as The Optical Media Act of 2003 is clear. The tasks prescribed are even more challenging to accomplish in this time of COVID-19 pandemic.

At present, fellow Filipinos at home are confined to use computer and digital technologies needed in their daily activities. Daily activities has also been enhanced in great proportion. As this trend surges, violation of OMB law are at the high risk of realization. Hence, we should not stop doing the usual things that we are called for. We should be more vigilant and motivated to uphold the law in providing services to our countrymen.

We must also rise to the occasion with or without a dreaded virus pandemic.

As the saying goes, "When the going gets tough, the tough gets going". We should continue to work and work until the tasks for a long day is done.

We can do all these things with God's blessings.

Mabuhay po ang Optical Media Board.

A portrait of Cristina A. NUP, a woman with dark hair pulled back, wearing a blue patterned top and a pink shawl. She is smiling and holding a pink object. The background is yellow.  
*Cristina A. NUP*

CRISTINA A. NUP

OMB Clear for Private Sector Representation

I am beaming with pride though quite diffident, as I write my final address to this agency which I held so dear to my heart. This week and its people have meant so much to me.

Four years ago, I walked alone into an office with strangers. Now, I am leaving home.

We have achieved so much, and I am so proud of what we have built together. We have consistently exceeded targets, after targets, developed groundbreaking projects, and brought OMB to greater heights.

Looking back, I must say that in the years where we strive to provide exemplary service to the Filipino people while also working with our stakeholders and partners, not only were we able to entrench development policies that address the issues of fast advancements in technology and circumstances in privacy but we also set forth exemplary strategic and operational progress for OMB. We have, of course, been challenged in some areas, but the aspirations and actions set in motion since 2016 reflected the resilience of our workforce yielding results above target level.

Steadfast and unrelenting, the driving force of the OMB is its utmost conviction and passion to provide outstanding public service whilst keeping our ethical and moral obligations intact.

I am grateful to the hard-working personnel of the Registration and Licensing Division. We made history when we successfully established the OMB Satellite Offices and rolled-off the OMB Online Platform. I appreciate the dedication of the Legal Division, especially when we were drafting the OMB Enforcement Operations Manual and Amendments to R.A. 9298. I laud the Administration and Finance Division for the institutionalization of a comprehensive performance management system and helping the agency attain its ISO 9001:2015 Certification. To the Enforcement and Investigative Division, we have successfully professionalized and standardized the conduct of enforcement operations and I couldn't be prouder.

Though we may have had bumps and bickers (figuratively and literally) along the way, I treasure each and every journey we had together. And to my Public Information and Communications Unit, I will always remember the outstanding projects in which all of us worked sweat, blood, and tears for as a team. Thank you for bringing into fruition remarkable projects such as RAJPM, AMPS, "Voter", "Angel", The Great 10 Debate and The OMBeeOriginal Zone. With so much to be grateful for, I raise my glass to my ever so dependable and loyal CEO team. Kay, Lady, Miggy, Miras, and Erwin (sige na naga tatatag, kausap ka na na). Thank you for your unfaltering commitment.

And of course, Corby. All these milestones will not be accomplished without your passion, patience, and tenacity. This goes without saying that all your efforts and dedication is most appreciated.

My journey with OMB may have ended but I bring with me all the beautiful memories we have shared together. Maik, Tans (Pusing Pausak)ret OMB!

Officially signing off.



  
ATTY. ANSELMO B. ADRIANO  
OMB Chair and CEO  
(March 2016-September 2020)

Creetings to the men and women of our Optical Media Board family

I extend my heartfelt appreciation to everyone who has contributed to the agency's success this past year. Thank you to the hardworking officers and personnel that compose the agency, as well as to its board directors who have allotted their very precious time and guidance to shape OMB policies and pass the necessary resolutions needed to implement the agency's mandate. Thank you to all the stakeholders and legitimate business enterprises who availed of OMB's licensing and permit services. We remain committed in protecting consumer and property rights.

Most importantly, to our beloved President, Rodrigo Roa Duterte, the pillar by which the agency depends on for its fortitude, thank you dear president for your almost support in the agency's fight against illegal and counterfeited digital devices. I took the mantle of Chairman of the OMB in the latter part of the year, amidst our country's raging battle against the covid pandemic.

Despite the hardships and difficulty brought about by the pandemic, I am happy to report that the agency was able to meet its targets for the year in terms of its enforcement operations, where we were able to accomplish in the last three months the accomplishment equivalent to the past two years in terms of seizures of illegal devices and storage devices. Our Registration and Licensing Department have also doubled its efficiency due to our focus on informing our constituents about the regulatory functions of the OMB. Administrative and criminal cases filed and prosecuted are further reflected in this annual report. These are the continuous zeal of our R&L and Legal Department.

With the roll out of our online services, we promise we will better serve our constituents. This is a sacred promise from the dedicated men and women of the Optical Media Board. *Manaring salamat po at malaking patayong isip.*



**ATTY. CHRISTIAN D. MATIVIDAD**  
OMB Chair and CEO  
(October 2020-Present)



## Conquering 2020: The moment for extra effort, for going the extra mile

Facing the challenges presented by the pandemic and reflecting on the outstanding performance and historic achievements of the OMB in the previous years, this 2020, needless to say, has been a crucial time for OMB to sustain its excellent delivery of public service while adapting to the new norms in conducting its office operations.



We had to remain committed to our mission while at the same time figuring out how to handle evolving situations as they occur, and realizing that what is ideal and appropriate today may not be the same tomorrow. The pandemic may have hindered our normal routines, but it did not dampen our dedication and conviction to provide good public service. With most Filipinos relying on technology and the internet, especially for online work and distance learning during this time, it is highly crucial that the Optical Media Board remains operational.

Although the situation remains volatile and uncertain, we were confident that we had in place the best strategies possible to be able to continue doing our jobs. The implementation of adaptive measures is inevitable; processes at OMB had to be adjusted to address the continuous need for our services all the while making sure IATF guidelines were being strictly followed.

OMB accommodated alternative work arrangements, which were complemented with weekly virtual meetings, to ensure jobs and tasks were met in a timely manner. Efficient shuttling service was also provided for and I personally made sure those were properly scheduled and available to all employees that needed to be physically present in the office. While our relationship with one another has changed and restricted physically, we made communication as flexible as possible utilizing all available avenues such as emails, social media, and messaging applications to ensure everyone is on board. The sudden transition from manual processing of licenses and permits to online was tedious and arduous; enforcement

operations became more challenging, but we made it. We did it.

We recognize and acknowledge the great anxiety that this pandemic has caused for our employees and their families. For this reason, the health and safety of both the OMB personnel and its clients were highly prioritized. Health protocols were implemented at the Optical Media Board to ensure the uninterrupted service of the agency and the procurement of necessary health and safety equipment and materials for Covid-19 protection was immediately facilitated. RT-PCR tests were administered to all employees for free.

To all OMB officers and staff, thank you for your patience and cooperation in weathering this crisis. Your commitments made all the difference. At this time of great change, I am proud and inspired by the way everyone has risen to the occasion. Our adaptability, resilience, and passion made 2020 a good year for OMB. Let's continue to work together to keep this strength going.

A stylized, handwritten signature in black ink, reading "Victor Padilla II".

ATTY. VICTOR LUIS Q. PADILLA II  
OMB Executive Director





# ACCOMPLISHMENT REPORT



# EXECUTIVE OFFICE



**Atty. Anselmo B. Adriano**  
(March 2016-September 2020)



**Atty. Christian D. Natividad**  
(October 2020 - present)

## Chairman & CEO



**Executive Director**  
**Atty. Victor Luis Q. Padilla II**



**Planning Unit**  
**Unit Head**  
**Florante T. Cipres Jr.**



**Public Information and**  
**Communications Unit**  
**Unit Head**  
**Juditha Q. Fernandez**



**Internal Audit Services**  
**Internal Auditor**  
**Jose Edgardo L. Lara**

# EXECUTIVE OFFICE

Former Chair and Chief Executive Officer of the Optical Media Board, Atty. Anselmo B. Adriano (OMB Chair & CEO from March 2016-September 2020), was very clear with the path he intended to set for the agency. He laid down his three-year road map with a vision to set a strong foundation for the next years of progress.

## The Road Map.

1. Institutionalization of a comprehensive performance management system for the OMB;
2. Revisiting the charter, related laws, and their derivative circulars to propose possible amendments and be attuned to the latest technological advancements; and
3. Intensification of the campaign against violations of RA 9239 and related laws, in the areas of enforcement, licensing, and advocacy.

Current OMB Chair Atty. Christian D. Natividad determined strategic action plans and key areas of improvement when he assumed office in October 2020. With the contours of the "New Normal", Chair Natividad set out a reformed and progressive directive for OMB, especially as the agency deals with the challenges of the pandemic.

Despite the unprecedented challenges of the pandemic and the "new normal", the executive office worked tirelessly to mobilize resources and evolve strategies anchoring on the skills and strength of the diverse and seasoned workforce of OMB.

Restructuring and adjusting for recovery meant moving beyond the conventional and traditional to a more relevant and responsive service to the Filipino people.

#### **Alternative Work Arrangements.**

It is of utmost importance that the health and safety of the OMB workforce is prioritized. Accommodating alternative work arrangements enabled the OMB officers and staff to continuously drive productivity and provide uninterrupted service.

#### **Optimal Use of Technology.**

Processes were diversified and adjusted to cater to the challenge of working efficiently during this time. Utilizing platforms like email, social media, other messaging applications, Google Apps, and videoconferencing technologies enabled the agency to maintain and sustain our critical services.

#### **Virtual Conferences.**

As the OMB continue to deliver its mandate, communication between units and divisions is a must. Constant and good communication between management and staff is a significant key in limiting the grave impact of the pandemic to the agency. Weekly virtual meetings were held wherein strategic plans were discussed, tasks meticulously monitored, and the conditions and well-being of employees were checked up on.

#### **Activating Health Protocols.**

Beyond compliance with IATF Guidelines, OMB activated and implemented measures to guarantee the safety of both clients and employees. Health and safety equipment and materials that adhere to the standards set by the World Health Organization were procured and RT-PCR tests were administered to all employees. OMB vehicles were deployed as shuttling service for employees to minimize exposure risks.

In the midst of the COVID-19 pandemic, the information campaigns of the Optical Media Board were ultimately disrupted. The limitations set forth by Proclamation No. 922 declaring a State of Public Health Emergency throughout the Philippines and the provisions of Republic Act No. 11494 otherwise known as the Bayanihan to Heal As One Act has made a significant impact on the information and communications plan of PICU.

PICU deemed it imperative that campaigns be cancelled and rather made through non-traditional platforms such as social media. PICU focused on releasing information education and communication materials (IEC) on understanding piracy and OMB's mandate, powers and functions through social media as these are the most powerful and effective platforms to reach the general public at present.

As the pandemic continue to cause a substantial effect in the programs of PICU which are mostly anchored on public events and activities, the unit kept on adapting and redesigning its information and communications plan to ensure that the agency's advocacies are still communicated without compromising the health and safety of the Filipino people.

	TARGET	ACCOMPLISHMENT
Information Campaign	35	37
Infomercial (January-February*)	35	2513

\*Infomercial exhibitions were cancelled as cinema and theater operations were ceased.

# REGISTRATION & LICENSING DIVISION



Division Chief  
Elizabeth A. Red



Licensing Unit  
Unit Head  
Esperanza T. Coronel



Registry Unit  
Unit Head  
Shieryl C. Dimacali

#### NUMBER OF LICENSES ISSUED

1,609

New Licenses

5,038

Renewals

#### NUMBER OF PERMITS ISSUED

160

Replication

16,395

Import

1,143

Export

1,780

Certification

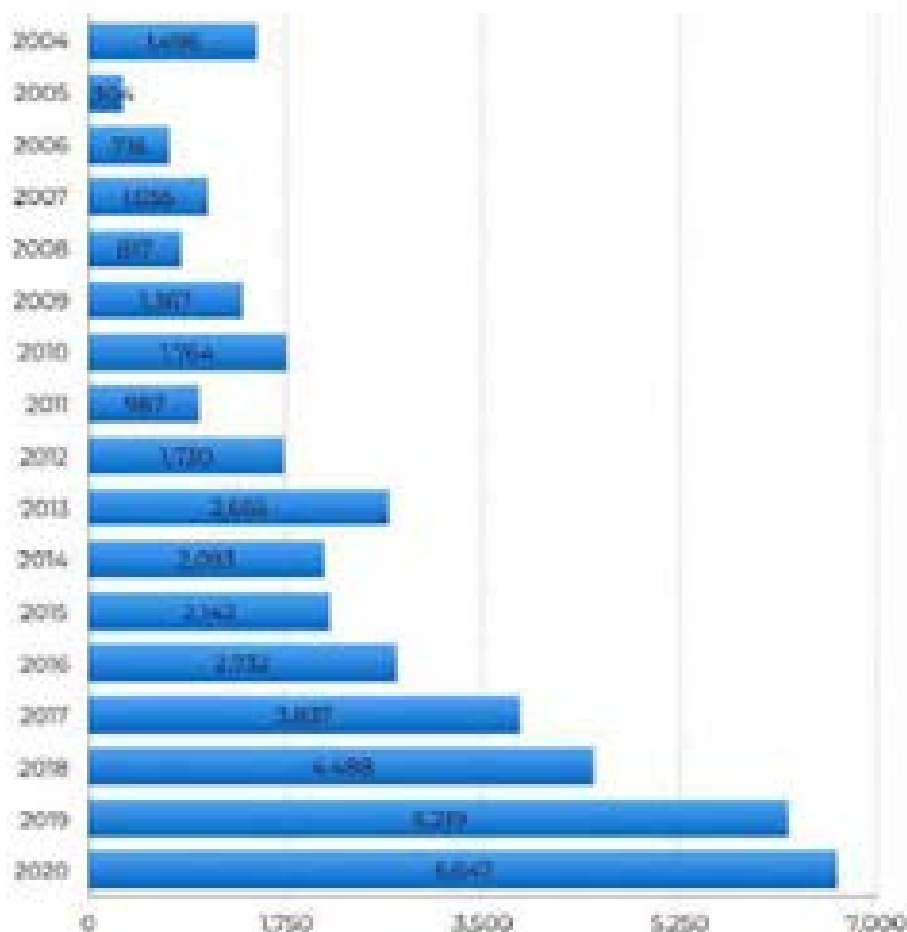
3

Transport

#### PERCENTAGE OF LICENSES AND PERMITS ISSUED WITHIN PRESCRIBED TIMEFRAME

86.38%

## Number of Licenses Issued from 2004 to 2020



Number of Licenses Issued in 2020:

January to September: 5,135

October to December: 1,512\*

\*Start of Term of Chair Notified

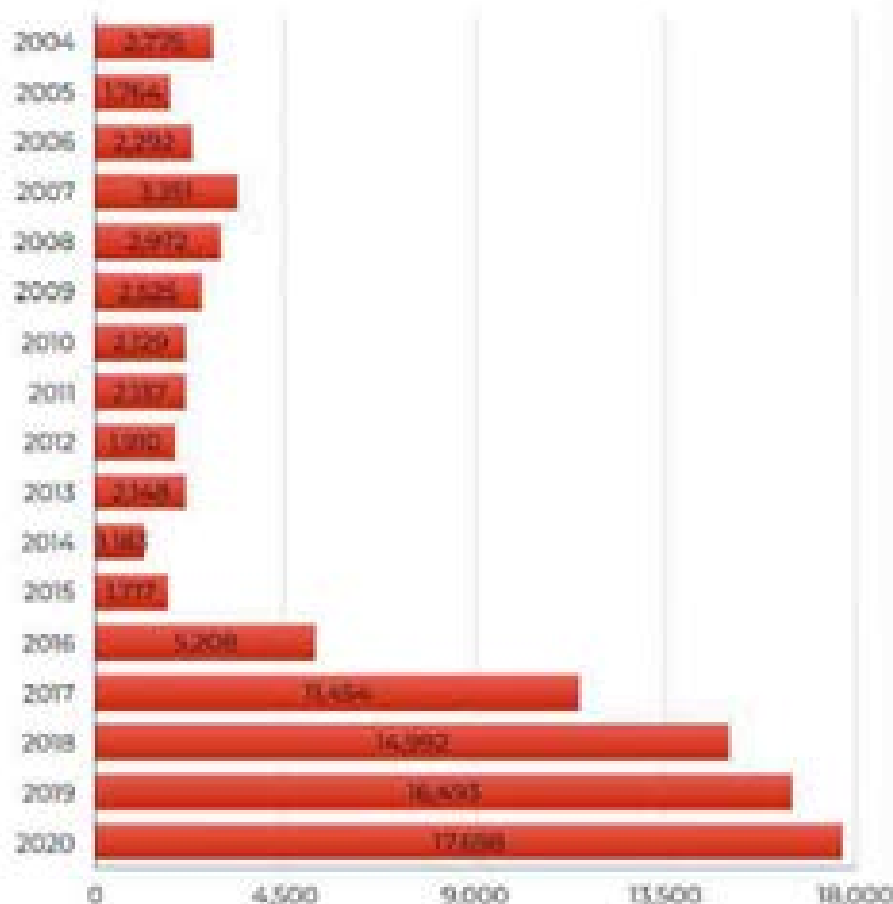


Percentage of Increase: 2019 vs 2020

6.88%



## Number of Permits Issued from 2004 to 2020



Number of Permits Issued in 2020:

January to September: 11,937

October to December: 5,761\*

\*Start of Term of Chair Kordulak



Percentage of Increase: 2019 vs 2020

**7.3%**

# LEGAL DIVISION



**Division Chief**  
*Atty. Cyrus Paul S. Valenzuela*



**Attorney IV**  
*Atty. Ferdino M. Condez*



**Attorney IV**  
*Atty. Carlo Jolette S. Fajardo*



**Attorney III**  
*Atty. Marlon Dumoran*

The primary function of the Legal Division is to provide legal assistance to guide the operations of the agency which includes but not limited to: prosecution and processing of administrative cases, filing of criminal cases with the Trial Courts, including quasi-judicial or administrative bodies. Moreover, the Division is tasked with the preparation of the necessary legal documents and to serve as the private prosecutor in criminal cases filed by the agency.

The Division also serves as the quasi-legislative arm of the agency, formulating Memorandum Circulars with regard to both the further interpretation of the provisions of RA 9239 but also to the internal processes of the agency. In addition to the aforementioned functions, the Legal Division is also part of various committees and several task forces.

To avoid the further spread of COVID-19, the Legal Division has decided to halt face-to-face hearings and has required admin. case respondents to submit verified position paper, instead. During the lockdown, the Legal Division adopted an online method to process clearances for license, permit, and certification applications. Applications that have no pending admin. case are directed to proceed with their application, however those who have an existing violation are put on hold.

11,944 Number of Clearances Issued

1,208 Number of Administrative Cases  
Filed

Php 350,000.00

Administrative Penalty Imposed & Collected

Php 597,200.00

Clearance Fees Collected

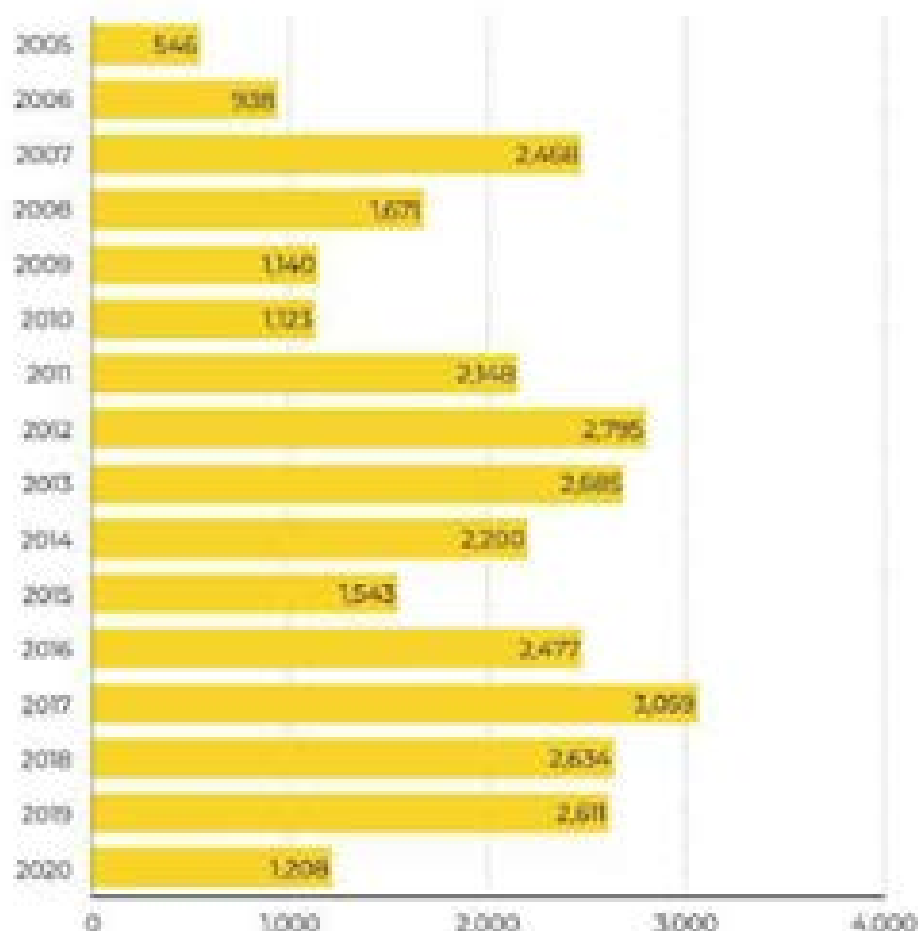
100%

Percentage of  
Clearances Issued  
within  
the Prescribed  
Timeframe

100%

Percentage of Admin.  
Cases acted upon  
Issued within  
the Prescribed  
Timeframe

## Number of Administrative Cases Filed from 2005 to 2020



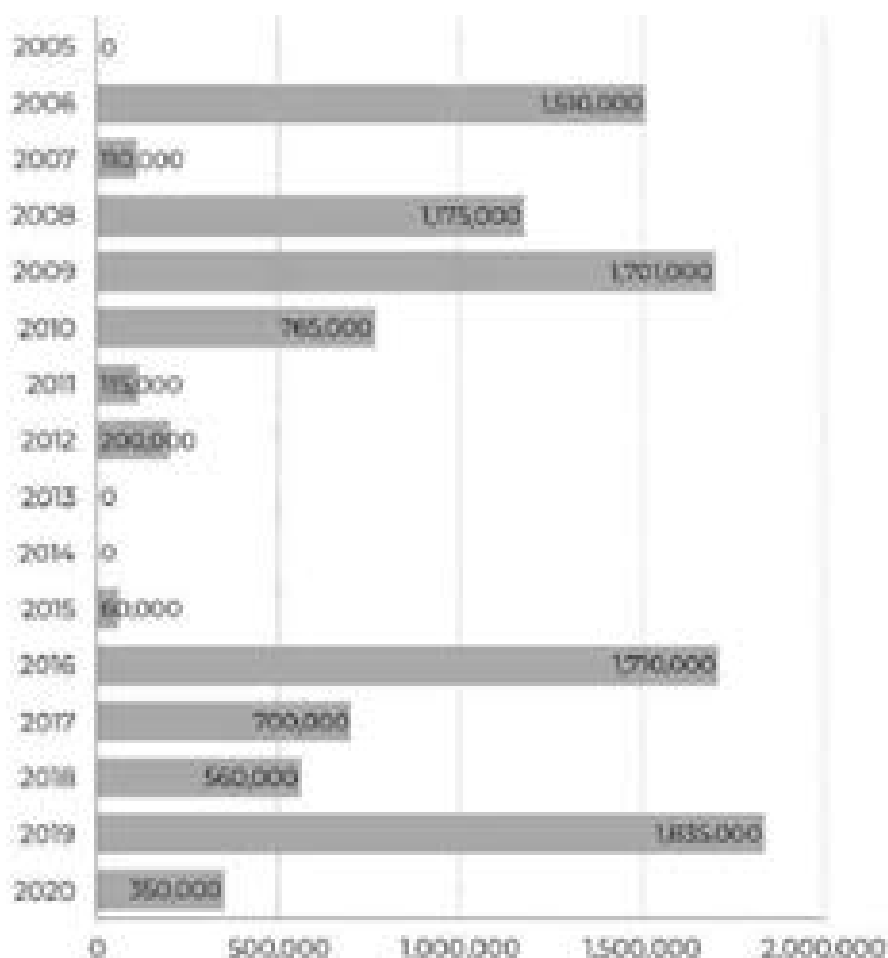
**Number of Admin. Cases filed in 2020:**

**January to September: 1,144**

**October to December: 64\***

*\* Start of Term of Chair Nardolozzi*

### Amount of Administrative Penalties Imposed and Collected from 2005 to 2020 (in Php)



**Amount of Administrative Penalties Imposed and Collected in 2020:**

**January to September: Php 200,000.00**

**October to December: Php 150,000.00\***

*\*Start of Term of Chair Rotational*

# ENFORCEMENT & INVESTIGATION DIVISION



**Division Chief**  
Manuel S. Mangubat



**Deputy Chief**  
Sergio G. Valdez

## Team Leaders



Joseph D. Arnaldo



Deo Trece A. Ebuon



Dean B. Perez



Exequiel D. Tuszon



May Arine M.  
Rosales



Gerardo M.  
Zaguirre Jr.

The challenges unexpectedly impacted by the COVID 19 pandemic in major sectors, particularly the economic and health sectors, undisputedly rendered the year 2020 clouded with magnitude of uncertainties. Optical Media Board was not spared, as the agency suffered the same fate of uncertainty. Government restrictions to implement health protocols in curbing the pandemic were made mandatory. Despite the latitude of the uncertainties brought about by the COVID 19 pandemic, the Enforcement & Investigation Division delivered fairly its expected accomplishment for Calendar Year 2020.

For the year 2020, the Enforcement & Investigation Division conducted enforcement operations predominantly in Metro Manila.

During the first quarter of 2020, enforcement operations reached the outskirts of Metro Manila, to include the provinces of Rizal, Bulacan, Pampanga, Olongapo, Zambales, and Laguna. By the end of first quarter, however, the Inter-agency Task Force against COVID 19 started imposing strictest lockdowns, restrained physical movement, and ordered the people to stay home. The restrictions had taken its toll on the enforcement operations. The priority weighed heavily on saving lives above the economic growth.

Come third quarter, the enforcement operations gradually stepped up. The Enforcement and Investigation Division concentrated predominantly in Metro Manila, since the travel restrictions in crossing the borders were still carried out. The usual and most common findings remarked in the Inspection Orders served were the expirations of the validity of the OMB licenses and registration of these business establishments. According to them, their inability to renew on time was directly attributable to the restrictions and protocols in place to curb COVID 19 pandemic.

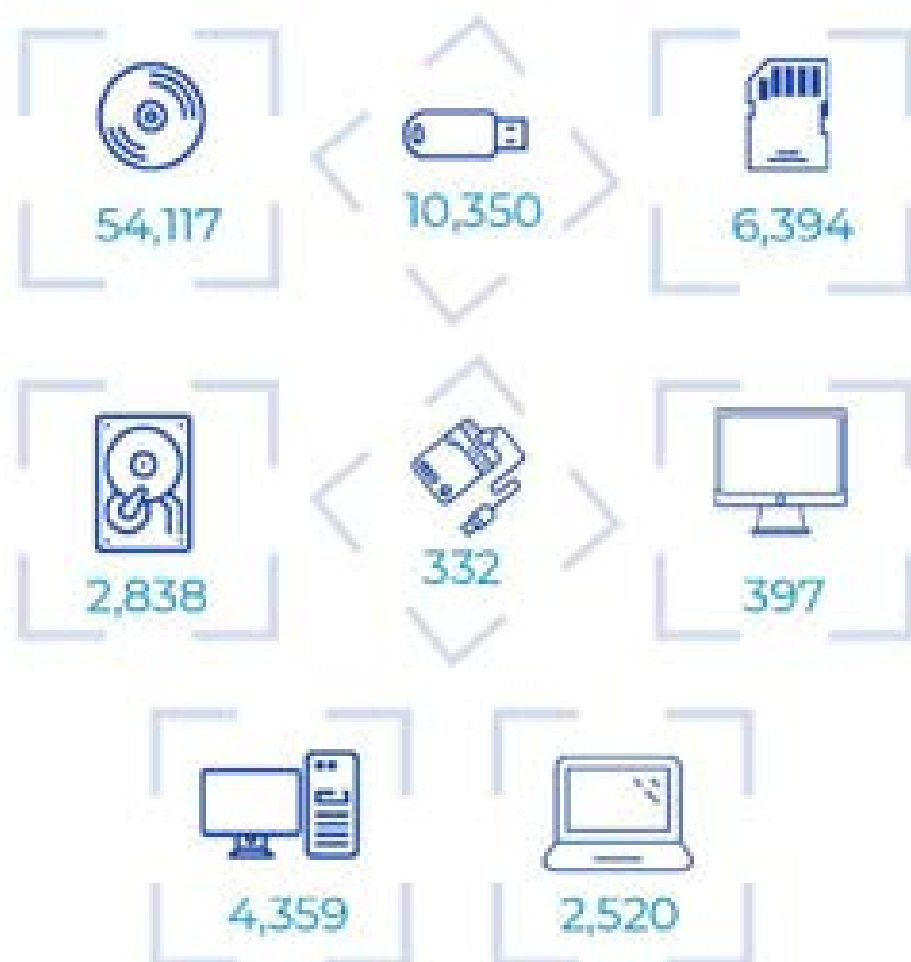
By the fourth quarter, the Enforcement and Investigation Division hauled the biggest seizure, with an estimated amount of PhP 200 Million worth of laptops and desktops in a Chinese-run warehouse located in Marilao, Bulacan.



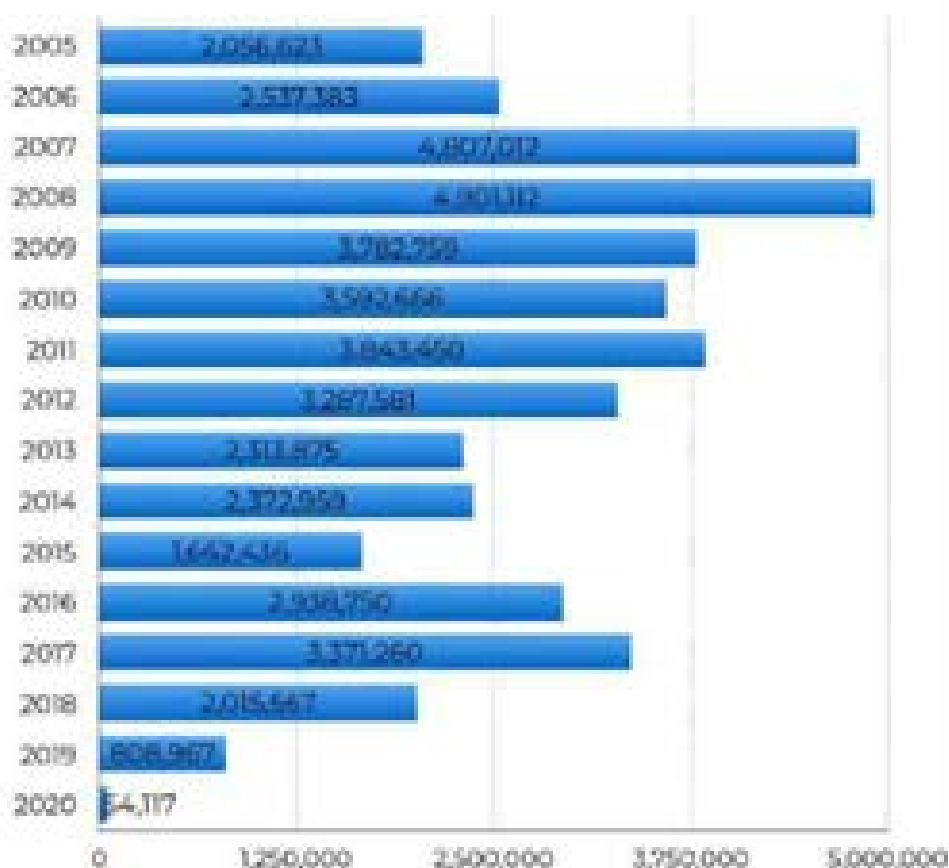
The Enforcement and Investigation Division actively took part during the celebration of the annual Metro Manila Film Festival (MMFF). There were criminal cases filed against persons who profited themselves in exhibiting MMFF movie entries.

In total, the Enforcement and Investigation Division seized an estimated value of Php 213,488,755.00 for calendar year 2020.

### Number of Items Seized (in pieces)



## Number of Seized Optical Media Products from 2005 to 2020



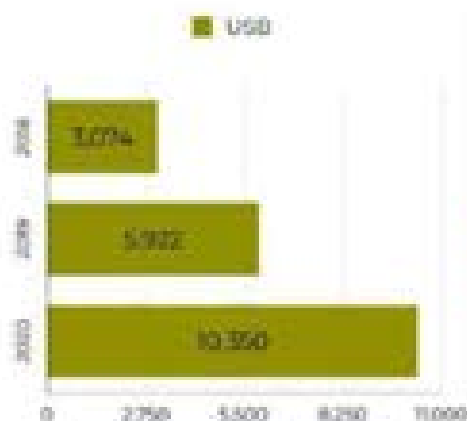
### Number of Seized Optical Media Products in 2020:

January to September: 53,357

October to December: 760\*

\* Start of Term of Chain Notified

## Number of Seized Storage Devices from 2018 to 2020



Number of Seized USB in 2020:  
January to September: 7,161  
October to December: 3,189\*

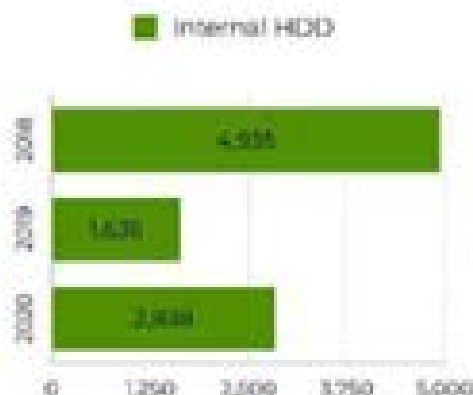
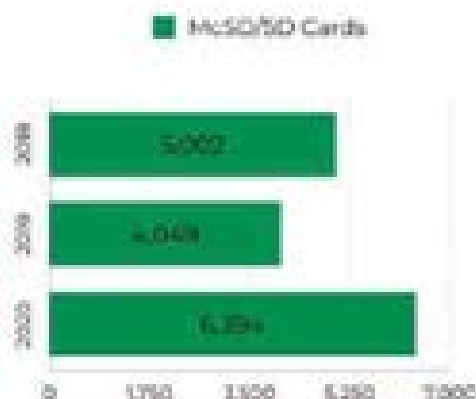
\* Start of Term of Chair Notified

Number of Seized McSD/SD Cards  
in 2020:

January to September: 5,575

October to December: 895\*

\* Start of Term of Chair Notified



Number of Seized Internal HDD in  
2020:

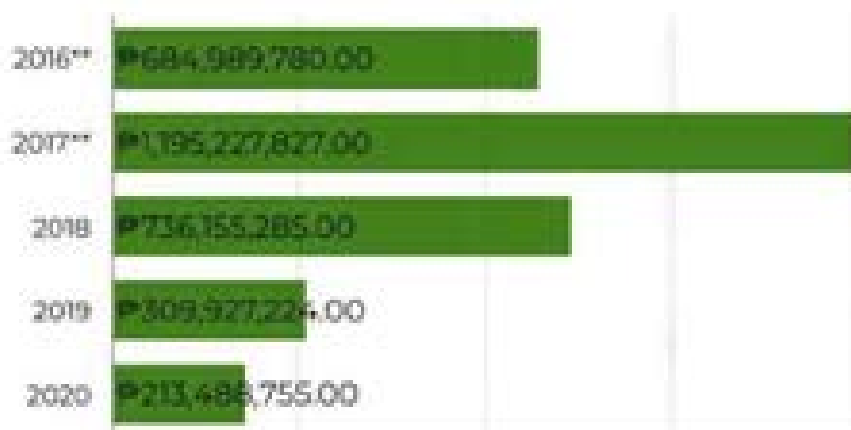
January to September: 1,831

October to December: 1,007\*

\* Start of Term of Chair Notified



### Estimated Amount of Seized Items



**Estimated Amount of Seized Items in 2020:**

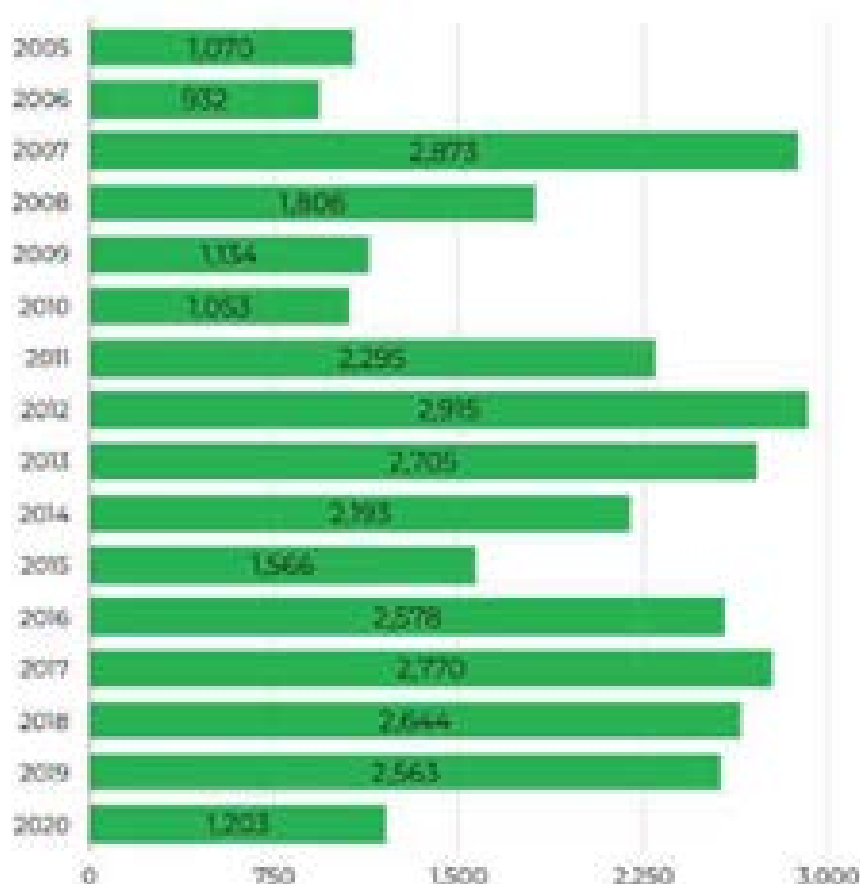
January to September: Php 57,501,355.00

October to December: Php 155,987,400.00\*

\* Start of Term of Chair Notified

\*\*2016 & 2017 Optical Media Products only

## Number of Inspection Orders Served from 2005 to 2020



Number of Inspection Orders Served in 2020:

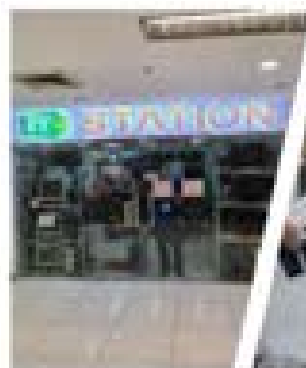
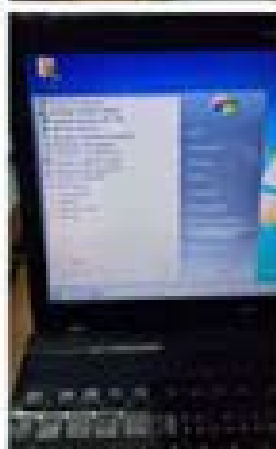
January to September: 1,142

October to December: 61\*

\* Start of Term of Chair Nishidori

## ENFORCEMENT OPERATIONS

SEPTEMBER 4, 2020 | TUTUBAN CENTERMALL, MANILA CITY



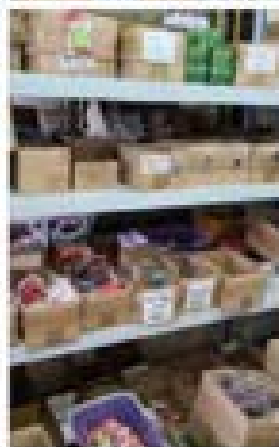
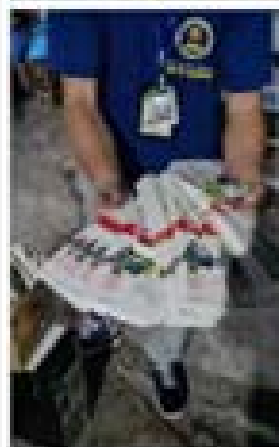
# ENFORCEMENT OPERATIONS

SEPTEMBER 9, 2020 | MALINTA, VALENZUELA CITY



# ENFORCEMENT OPERATIONS

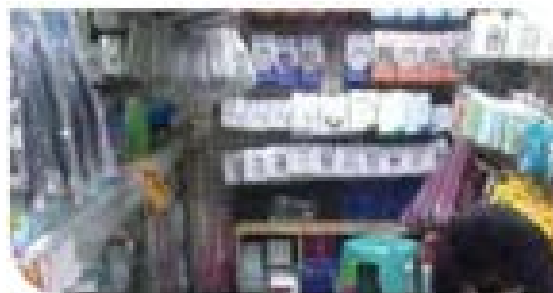
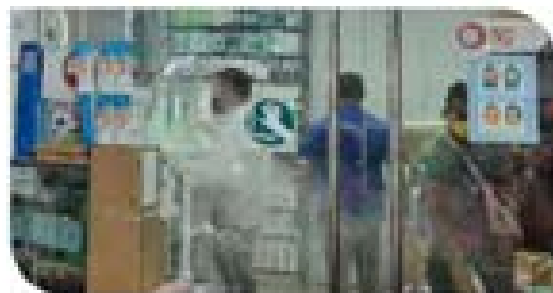
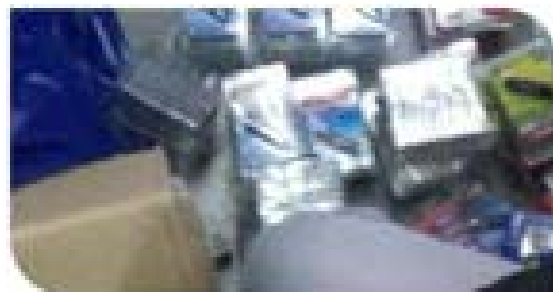
SEPTEMBER 9, 2020 | MALINTA, VALENZUELA CITY





## ENFORCEMENT OPERATIONS

OCTOBER 8, 2020 | CARRIEDO, MANILA CITY



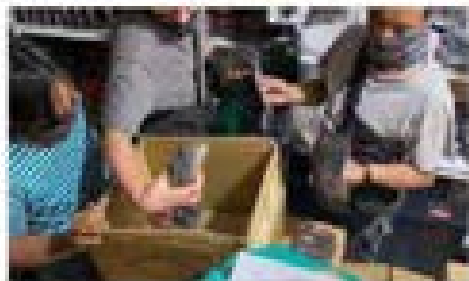
## ENFORCEMENT OPERATIONS

OCTOBER 14, 2020 | MARILAO, BULACAN



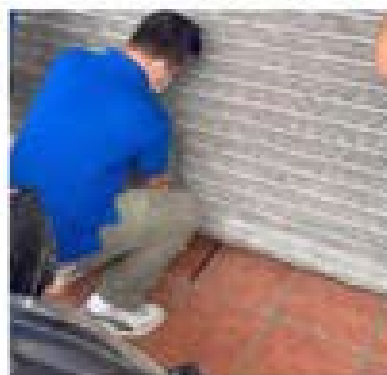
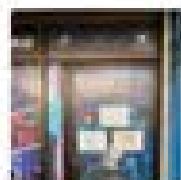
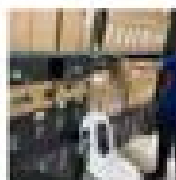
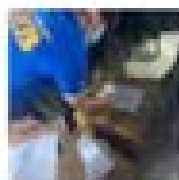
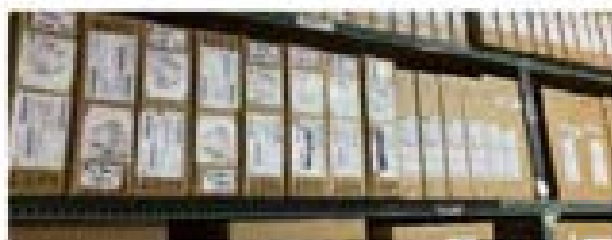
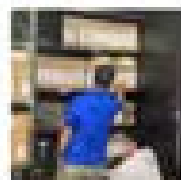
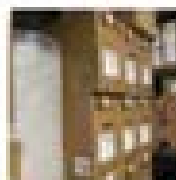
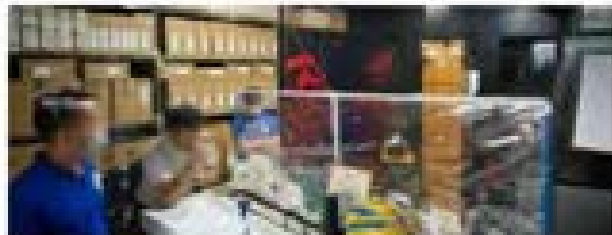
## ENFORCEMENT OPERATIONS

OCTOBER 15, 2020 | MOLINA ST., MARIKINA CITY



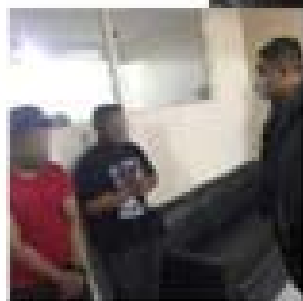
# ENFORCEMENT OPERATIONS

OCTOBER 15, 2020 | MOLINA ST., MARIKINA CITY



# ENFORCEMENT OPERATIONS

OCTOBER 20, 2020 | MORAYTA, MANILA CITY



# ENFORCEMENT OPERATIONS

OCTOBER 22, 2020 | BARANGKA, MARIKINA CITY



## ENFORCEMENT OPERATIONS

OCTOBER 22, 2020 | MEYCAUAYAN, BULACAN



# ENFORCEMENT OPERATIONS

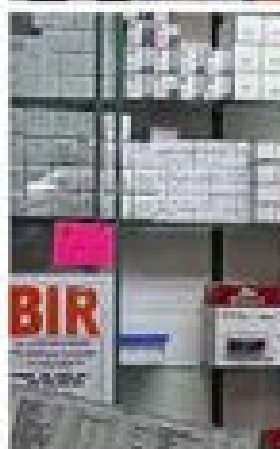
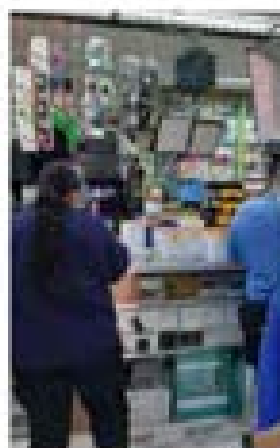
OCTOBER 23, 2020 | STA. CRUZ, MANILA CITY





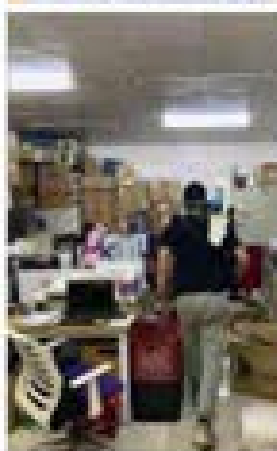
# ENFORCEMENT OPERATIONS

OCTOBER 29, 2020 | STA. CRUZ, MANILA CITY



## ENFORCEMENT OPERATIONS

NOVEMBER 4, 2020 | BINONDO, MANILA CITY



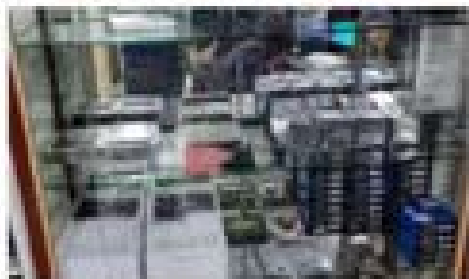
# ENFORCEMENT OPERATIONS

NOVEMBER 18, 2020 | SAN ROQUE, ANTIPOLO CITY



## ENFORCEMENT OPERATIONS

NOVEMBER 20, 2020 | BRGY. PITOGO, MAKATI CITY



## ENFORCEMENT OPERATIONS

NOVEMBER 26, 2020 | GUIGUINTO, BULACAN



## ENFORCEMENT OPERATIONS

DECEMBER 1, 2020 | MAKATI CITY



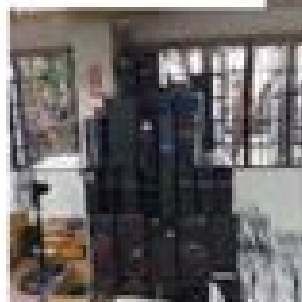
# ENFORCEMENT OPERATIONS

DECEMBER 2, 2020 | GRACE PARK CALOOCAN CITY



# ENFORCEMENT OPERATIONS

DECEMBER 3, 2020 | MOONWALK, PARANAQUE CITY





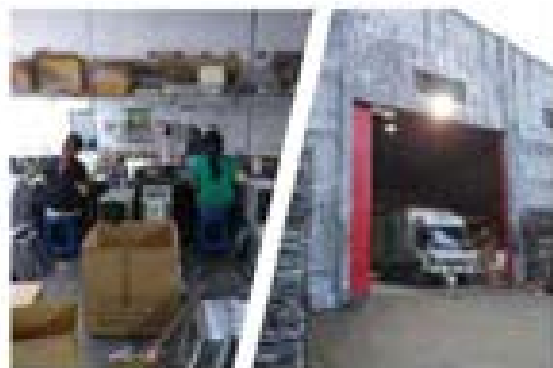
# ENFORCEMENT OPERATIONS

DECEMBER 7, 2020 | MARULAS, VALENZUELA CITY



# ENFORCEMENT OPERATIONS

DECEMBER 7, 2020 | MEYCAUAYAN, BULACAN



# ENFORCEMENT OPERATIONS

DECEMBER 11, 2020 | WESTERN BICUTAN, TAGUIG CITY



# ADMINISTRATIVE & FINANCE DIVISION



Division Chief  
Lucia F. Guevara



CASH Unit  
Unit Head  
Genefin C. Castillo



Accounting Unit  
Unit Head  
Janine Joyce T. Galang



Budget Unit  
Unit Head  
Maria Rita L. Lagnada



Human Resources Unit  
Unit Head  
Edralene L. Santiago



Property & Supply Unit  
Unit Head  
Marian S. Santos

2020 was the year of struggle due to the global pandemic. However, we are grateful that to date, we are all in great shape of health. Likewise, we appreciate the guidance and support of the management in controlling and preventing the spread of COVID-19 virus, to ensure a healthy and productive workplace for all OMB employees.

Amidst the pandemic, the Administrative and Finance Division continue to support the Board and the Management with the herein tasks.

- Plan, Direct and Coordinate all Administrative and Financial activities of the Board;
- Supervise the implementation of policies and procedures aimed at maximum utilization of government resources;
- Provide management with necessary reports, documents, studies which would help in reaching or implementing substantive decisions;
- Establish and maintain linkages with other government agencies in so far as the Board's Administrative and Financial programs and projects are concerned.

**A. RECRUITMENT, SELECTION AND PLACEMENT**

1. Processed hiring/documents of three (3) new employees:

Mr. Jefferson G. Gutierrez – Executive Assistant I  
 Atty. Carlo Jolette S. Fajardo – Attorney IV  
 Atty. Marlon L. Dumoran – Attorney III

2. Processed documents relative to promotion of four (4) employees:

Analya M. Arao – Computer Operator II (EID)  
 Roberto P. Bulanadi – Computer Operator III (RLD)  
 Rhoe Mari OR. Valerio – Legal Assistant II (Legal)  
 Angeline Nicole R. Acacio – Information Officer I

*(initial interview / test administration / deliberation / documentation)*

3. Processed hiring of 17 new Job Order employees and contract renewal of existing JOs.

4. Total Manpower Complement as of December 31, 2020:

Plantilla Item (Filled) : 73  
 Plantilla Item (Unfilled) : 4  
 Job Order Employees : 30

5. Existing Vacancies as of December 2020:

- a. (1) Intelligence Officer II (EID)
- b. (1) Administrative Officer I (EIO)
- c. (1) Legal Assistant I (Legal)
- d. (1) Computer Operator II (Legal)

**B. BENEFITS:**

1. Implementation of 1st Tranche SSL V
2. Implementation of step increment
3. Loyalty Award/Bonuses
4. Premium/Loan Payment Remittance (GSIS/HDMF)
5. Pag-Ibig Loyalty Cash Card Plus Enrollment
6. Maternity Benefit
7. Assisted employees in loan availment e.g., LBP White list/ GSIS loans

**C. OTHER MATTERS:**

1. Submission of 2019 SALN
2. Service Record update
3. Prepared Policies and Guidelines
  - Four (4) Day Workweek
  - Alternative Work Arrangement for the Duration of the State of Public Health Emergency
  - Internal Guideline in the Conduct of Flag Raising and Flag Lowering Ceremony
  - Internal Guideline for Health and Safety Protocols Due to Pandemic
4. Gun Firing Proficiency

Due to the spread of Corona Virus Disease, HR was constrained to provide learning and development activities for 2020 as planned.

## OATH TAKING OF 2020 POSITIONS





APPROPRIATION per GAA

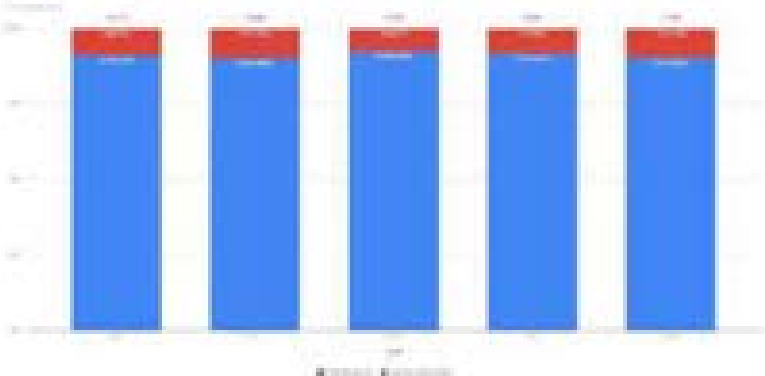


OBLIGATION &amp; ALLOTMENT

(in millions)



APPROPRIATION &amp; OBLIGATION



## CY 2021 Budget Proposal



## CY 2021 Tier 2 Personnel Services

### CY 2021 Tier 2 M.O.O.E.

- Funding requirements to cover new or expanded existing P/A/Ps, as identified under the Budget Priorities Framework.
- MOOE costs to implement approved major changes in the organization or structure of an agency, including downsizing or mergers.
- Proposed resources needed for ISO 9001:2015 QMS certification efforts for an agency which is yet to start/pursue the same.
- Expanded/new ICT P/A/Ps with BP Form 202, as approved by the MITHI Steering Committee.

### CY 2021 Tier 2 Capital Outlay

- New major capital projects to be implemented starting FY 2021, and ongoing major capital projects with updated project scope/cost, implementation and loan validity schedule, and source of financing approved by the NECA Board and/or ICC as of March 31, 2020.
- Proposed requirements for the purchase of motor vehicles for additional/newly-entitled officials and/or functions of a newly-created agency.
- Expanded/new ICT P/A/Ps with BP Form 202, as approved by the MITHI Steering Committee.
- Other proposed new and expanded capital outlays that are non-infrastructure in nature, which are implementation-ready.

## CY 2020 Notice of Cash Allowance (NCA)

<b>NCA</b>		<b>14,175,708.00</b>
<b>P9 for Jan to Mar</b>		
SALARY	3,138,000.00	
BATA	178,000.00	
PLBY/COF	2,890,000.00	
PLAC	194,500.00	
PAC 880	778,500.00	<b>8,797,000.00</b>
<b>MOOT for Jan to Mar (MANDATORY)</b>		
VCAB	67,000.00	
MANGA WATIN w/001201701	75,000.00	
MESALDO w/00031107.0	178,000.00	
PLBY	75,000.00	
GLOVE w/0000001000000 (3799)	11,000.00	
GLOVE w/0000000000000 (4999)	25,000.00	
INACVE w/0000000000 (2000)	10,000.00	
SHYABLE SHONZO w/0000000000	2,000.00	
SHYABLE GOLD w/0000001400	3,000.00	
RM AOBAND	5,000.00	
L/A CLEANWELL	190,000.00	
SAINT NICOLAS	275,000.00	
FOR ORDERS w/ 20th	948,000.00	<b>1,802,000.00</b>
<b>Balance</b>		<b>8,175,708.00</b>

**OPTICAL MEDIA BOARD**  
**STATEMENT OF CASH FLOWS**  
**ALL FUNDS**  
**FOR THE YEAR ENDED DECEMBER 31, 2020**  
*(in Philippine Peso)*

		2020	2019
<b>Cash Flows from Operating Activities</b>			
<b>Cash Inflows</b>			
Receipts of Netting of Cash Allocation	18	87,966,894.00	89,516,790.00
Collection of Income/Revenues	20	30,425,596.99	32,377,596.39
Trust Receipts	21	-	837,925.00
Other Receipts	22	1,191,295.30	265,758.79
<b>Total Cash Inflows</b>		<b>89,583,786.29</b>	<b>123,040,069.18</b>
<b>Cash Outflows</b>			
Remittance to National Treasury	23	10,495,819.60	32,844,096.22
Payment of Expenses	24	43,178,541.52	54,947,485.48
Cost of Cash Advances	25	930,498.00	3,871,646.74
Prepayments	26	(34,352.73)	(29,209.00)
Remittance of Personnel Benefits Contributions and Mandatory Deductions	27	4,227,468.19	7,478,878.77
Refunds of Inter-Agency Fund Transfer	28	481,376.32	13,213.42
Reversal of Unliquidated NCA	29	(7,407,445.86)	(11,645.75)
<b>Total Cash Outflows</b>		<b>61,235,442.18</b>	<b>109,089,355.48</b>
<b>Net Cash Provided by (Used in) Operating Activities</b>		<b>28,348,344.11</b>	<b>13,950,713.70</b>
<b>Cash Flows from Investing Activities</b>			
<b>Cash Inflows</b>			
Proceeds from Sale of Office Assets	30	11,088.00	413,043.75
<b>Total Cash Inflows</b>		<b>11,088.00</b>	<b>413,043.75</b>
<b>Cash Outflows</b>			
Purchase/Construction of Property, Plant and Equipment	31	(18,514.40)	(2,181,672.67)
<b>Total Cash Outflows</b>		<b>(18,514.40)</b>	<b>(2,181,672.67)</b>
<b>Net Cash Provided by (Used in) Investing Activities</b>		<b>(8,426.40)</b>	<b>(1,768,628.92)</b>
<b>Increase (Decrease) in Cash and Cash Equivalents</b>		<b>19,921.71</b>	<b>12,182,084.78</b>
<b>Cash and Cash Equivalents, January 1</b>		<b>1,254,698.44</b>	<b>563,891.80</b>
<b>Cash and Cash Equivalents, December 31</b>		<b>1,475,891.79</b>	<b>1,254,698.44</b>

**OPTICAL MEDIA BOARD**  
**Report of Collections**  
**As of December 1 to 31, 2020**

<b>PARTICULARS</b>	<b>Collections for the period Jan. - Nov.</b>	<b>Collections for the period December</b>	<b>Accumulated YTD A/L</b>
<b>Code 101</b>			
License fee - 001	17,349,811.48	1,275,524.25	18,625,335.73
Registration - 006	612,000.00	125,000.00	737,000.00
Processing - 021	60,000.00	11,000.00	71,000.00
Certification - 073	60,000.00	11,000.00	71,000.00
RD Code Allocation - 013	-	-	-
Clearance (LMT) - 012	658,348.00	52,280.00	710,628.00
Transfer Location - 005	-	-	-
Transport (License) - 008	300.00	-	300.00
Permit to Sell - 000	300.00	-	300.00
Perfection - 000	1,000.00	-	1,000.00
Permit (Duplication) 004	1,000,000.00	1,000.00	1,011,000.00
Permit (Export) 000	1,607,000.00	600,000.00	2,207,000.00
Permit (Export) 000	455,000.00	50,000.00	505,000.00
Accreditation - 000	5,100.00	1,000.00	6,100.00
Accreditation - 070	1,305,210.18	66,001.40	1,371,211.58
Mailings/Photocopy/Manual- 070	1,360.00	100.00	1,460.00
Sliders (Paper) - 019	140.00	-	140.00
Admin. Perfection- 000	-	-	-
Exemptions - 000	1,000,000.00	600,100.00	1,600,100.00
Other Income - 000	180,320.00	-	180,320.00
Proceeds (unaffiliated group)- 000	60,000.00	-	60,000.00
Proceeds (PPE)- 000	9,000.00	240.00	9,240.00
<b>TOTAL</b>	<b>28,420,138.66</b>	<b>2,051,915.65</b>	<b>30,472,054.31</b>
<b>Code 102</b>			
Subsidy Income from 000 - 001	1,000,000.00	10,000.00	1,010,000.00
Performance Bond - 027	-	-	-
Income from Grants and Donations 00	260,000.00	600,014.00	860,014.00
<b>TOTAL</b>	<b>1,260,000.00</b>	<b>610,014.00</b>	<b>1,870,014.00</b>
<b>GRAND TOTAL</b>	<b>30,340,324.18</b>	<b>2,274,910.65</b>	<b>32,615,234.83</b>

Prepared by:

  
**BERNICE CASTILLO**  
 Cash Unit Clerk

Certified correct:

  
**JAIME JOYCE T. SALANO**  
 Accountant

ACTIVITIES	ACTUAL ACCOUNTS (2019/20)
Printing of OMB Forms and procurement of Official Receipts (Thru National Printing Office)	Thru National Printing Office
	Printing of: Licenses to Operate = 10,500 sets Gold-foiled = 25 items Working envelope (Gold-foiled) = 1,000 sets Procurement thru National Printing Office Official Receipts = 400 pads
Procurement of office supplies (General supplies, ink, toners)	Procurement thru Office supplies and consumable items (July/June) = P 285,000.00 (Jan-Dec 2019) Subsistence Office supplies = P10,000.00 (Jan-Dec 2019) Consumable Ink/Toners = P 215,249.00 (Jan-Dec 2019) Procurement of P.O. supplies (inkjet, toner, sublimation etc.)
Procurement of office equipment, I.T. equipment and other office equipment	I.T. equipment = 1 set of Smart Type 9.0 Printer
	Office equipment (Reprographics (P100)
	Telephone set
	Shower seat (40)
	Other office equipment: Pressure washer = P10,000 Vacuum cleaner (40)
	Refrigerator = 100, P100
ACTIVITY	Reprographics
Repair, improvement and maintenance of office facilities (electrical, plumbing, carpentry)	Quarterly servicing of A/C units (Dec. 2019) Annual Cleaning of the steam system (for January 2020) Annual Service / pest control Re-filing of five coproliths - (Every December) Abandon of all minor equipment made electrical plumbing & carpentry Maintenance of office facilities Acquisition
Assisted in the improvement of selected office areas thru B&I	Three floor (MFO, EDO) Large Chief room, conference room, (B&I, 20, P5.0) Replacement of various office furniture (Tables, chairs, cabinets etc.)
Structural redecoration of area	Done - P104,000.00 (SGS, UFF) (Jan-July 2019)
Upgrading/maintenance of panel board	Done September 2019 (SGS, ELECTRICAL SERVICE)
Disposal of excess optical discs	File No. of item disposed as of June 24, 2019 = 30,940 @ P15.00/ea Total Proceeds = P103,860.00 (Includes scrap value received for Jan & Dec 2019)

# HIGHLIGHTS & MILESTONES





2016

- Started inspection of unenvironmental establishments such as hospitals, houses and buildings;
- Professionalizing the conduct of inspection with OMB officially marked sacks and standardization of the weight approximation of sacks containing mixed optical media discs;

2017

- Highest Budget Utility Rate since the creation of OMB at 99% (vs previous years);
- Highest number of Administrative Cases filed (vs previous years);
- Establishment of satellite offices;
- Inception of the OMB VIP Awards to most compliant clients and best partners/ stakeholders;

2018

- First OmbiOriginal Celebrity Ambassador, Mr. Piolo Pascual;
- Release of first infomercial featuring Mr. Piolo Pascual, Remy Vinga and Valerie Salazar;
- Partnership with National Cinema Association of the Philippines;
- Partnership with Glaxo Telecare's #PlayBright Program;
- Presidential Decree 596 s. 2018 declaring October of every year as National Anti-Piracy Month;
- First OMB Anti-Media Piracy Summit;
- Highest number of volunteers participated in the OMB-MMT Cinema Monitoring Activities;
- ISO 9001:2015 Certification;

2019

- The OmbiOriginal Awards;
- Highest number of administrative fines and penalties imposed and collected (vs previous years);
- OMB Anti-Piracy Ambassador, Mr. Angel Locsin;
- Infomercial featuring Mr. Angel Locsin;
- Second Anti-Media Piracy Summit;
- The Great IP Debate;

2020

- Highest number of licenses and permits issued (vs previous years);
- Highest collection of revenue (vs previous years);
- Simplifying of Registration and Licensing Documentary Requirements;
- Launch of online payment platform through Landbank Lendix;

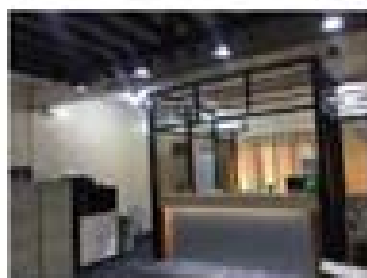
## APPOINTMENT OF NEW CHAIR

Atty. Christian "Agila" D. Natividad, former three-term mayor of the City of Malolos, assumed chairmanship of the Optical Media Board on October 1, 2020. Chairman Natividad, who took oath before the Department of Energy's Secretary Alfonso C. Cusi, vowed to accord the same passion and dedication to public service he has committed when he was the mayor of the City of Malolos. On his second day as Chairman, he already sat in the Senate Budget Hearing for the agency, and thereafter continued to soar as he resolves to restore and improve the agency's operations, coming from the challenges of the Enhanced Community Quarantine that took a significant effect in the agency's performance. Four months into the office, Chairman Natividad has led the agency to a remarkable turn-around, with notable accomplishments in enforcement, and registration and licensing.



## OFFICE RENOVATION

One of the major improvements Chairman Natividad championed on is the infrastructure renovations in the OMB building.



## OFFICE RENOVATION



The Client Feedback Form is designed purposely for OMB walk-in clients. For the year 2020, a different type of form was used during the last quarter to comply with the provisions stipulated in Annex 4 of the "Guide for Conducting Citizen/Client Satisfaction Surveys" of Memorandum Circular 2020-1 "Guidelines on the Grant of the Performance Based Bonus (PBB) for Fiscal Year (FY) 2020 under Executive Order No. 80 s. 2012 and Executive Order No. 201 s. 2016."

Given the existing resources of the agency, OMB uses Pen and Paper for the data collection methodology as this is the method the agency deems effective pending the creation and utilization of a digitalized survey method.

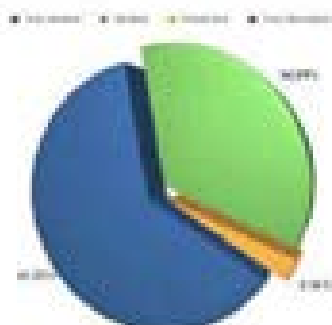
The image shows the 'Old Form' used from January to August. It is a paper-based survey titled 'CLIENT FEEDBACK FORM' with a subtitle 'For Pen and Paper Methodology'. The form includes a header section for client information, a main body with several sections for rating different aspects of the service (e.g., Staff, Service, Facilities, etc.) using a scale from 1 to 5, and a bottom section for additional comments. The form is printed on a light blue background with a circular logo in the center.

Old Form (Jan-Aug)

The image shows the 'New Form' used from September to December. It is a paper-based survey titled 'CLIENT FEEDBACK FORM' with a subtitle 'For Pen and Paper Methodology'. The form includes a header section for client information, a main body with a table for rating different aspects of the service (e.g., Staff, Service, Facilities, etc.) using a scale from 1 to 5, and a bottom section for additional comments. The form is printed on a light blue background with a circular logo in the center.

New Form (Sep-Dec)

January 1 to March 31, June 1 to August 31, 2019			
Total No. of Respondents: 117			
Very Satisfied	Satisfied	Dissatisfied	Not Satisfied
75	37	3	5



September 1 to December 31, 2019  
Total No. of Respondents: 216

	Issuance/ Processing of Licenses/Permits/ Certifications	Payments via Cash Counter	Score in ALL Services
Quickly respond to your request (starts at hands as paying up entirety)	4.84	0	4.84
Permits service right the first time (Turns and paying up)	4.84	0	4.84
Access and Facilities (Maximize and high facilities)	4.84	0	4.84
Explains the process well (Regulating up initial and process)	4.84	0	4.84
Fast safe and secure in your transaction (Willing payables as transaction)	4.84	0	4.84
Answers all the questions well (Manager and high customer up receipt)	4.84	0	4.84
Overall service (Participating entirety)	4.84	0	4.84
OVERALL SCORE	4.84	0	4.84

Out of the 256 respondents, all respondents rated the Registration and Licensing Division only. The column for rating the Cashier was left unanswered by all respondents.

## BOARD RESOLUTIONS

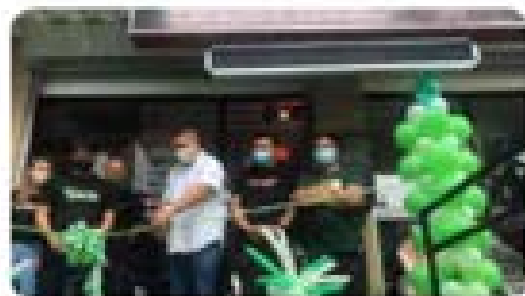
In the last quarter of 2020, two Board Resolutions under the chairmanship of Atty. Natividad were signed. Board Resolution No. 20-11-02, A Resolution Approving Memorandum Circular No. 2020-01 Streamlining of License Application for Persons and Entities Engaged in Commercial Activities Involving OMB-Regulated Items and Board Resolution No. 20-11-03, Approving the Guideline for the Donation of Forfeited Items to Qualified Beneficiaries were approved by the Board Members of OMB.



OMB Chairman Christian D. Natividad together with Bustos Bulacan Mayor Francis Albert "Iskul" G. Juan graced the opening of LuigiNics Computer Repair Shop with a ribbon cutting ceremony and blessing at Bustos, Bulacan today, November 8, 2020.

The newest business is indulged in repair and selling of computer and its parts including operating system, softwares and storage devices that are duly licensed by the Optical Media Board (OMB).

Under RA 9239 otherwise known as "Optical Media Act of 2003", piracy and the illegal importation, exportation, and unlicensed trade of storage devices is punishable by law.





The Optical Media Board led by its Chair & CEO, Atty. Christian D. Natividad and Executive Director Atty. Victor Luis Q. Padilla II met with Philippine National Police Chief Police General Camilo "Pikoy" Cascolan to further strengthen the partnership between the two agencies in the fight against piracy and illegal importation, exportation, and unlicensed trade of storage devices under Republic Act 9239, otherwise known as "Optical Media Act of 2003"



## OTHER ACTIVITIES

A productive meeting was held between outgoing OMB Chair Atty. Anselmo B. Adriano and incoming Chair Atty. Christian D. Narvada for a smooth transition of chairmanship of the Optical Media Board, critical to the current situation, where the agency is recovering from the impact of the lockdown due to the implemented Enhanced Community Quarantine.

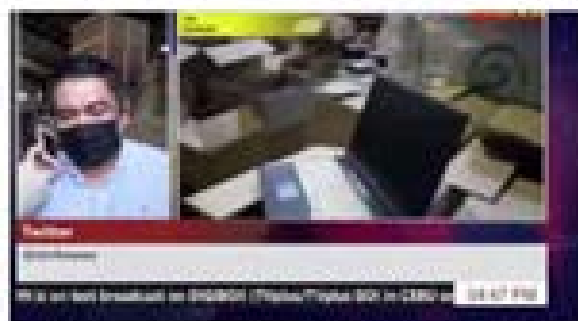


## OTHER ACTIVITIES

Bangsamoro heirlooms were received from our brothers and sisters in Lanao as a symbol of unity and peace. Chair Natividad accepted these national treasures with much honor and pride.



One of the biggest enforcement operations of the OMB since its creation in 2003 was conducted under the chairmanship of Atty. Christian D. Natividad. The total estimated value of confiscated items from a warehouse in Marikina, Bulacan containing various storage devices amount to 200 million pesos.



An overstaying 50-year old Chinese tourist was arrested by operatives of the OMB for selling and largescale distribution of unregistered and unlicensed storage devices.

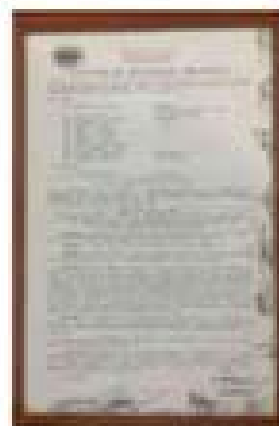
Newly-appointed OMB Chair and CEO Atty. Christian D. Natividad identified the arrested alien as Lin Qing Gun, owner of raided store at Carriedo Plaza, #2 Carriedo St., Quiapo, Manila.

Seized items were counterfeit USB and flash drives, memory discs and other music video recording devices worth P1,527,000.00. Hundred-thousands worth of blank discs and memory flash drives that are believed to be smuggled were also recovered by the OMB.

Gun is reportedly one of the biggest distributor of smuggled flash drives and other high-end computer accessories in Manila.



Chair Natividad received a "Resolusyon ng Pagkilala" from the Sangguniang Panlungsod ng Malolos led by Malolos City Vice Mayor Noel Len Pineda.



## OMB OFFICES



# QUALITY POLICY STATEMENT

We, the Optical Media Board (OMB), are committed to provide quality service and to work hand-in-hand with our stakeholders to ensure the regulation and promotion of intellectual property rights.

Pursuant to this thrust, we shall:

- Properly regulate the manufacturing, mastering, replicating, importing, and exporting of optical or magnetic media and other storage devices;
- Constantly enhance and instill high ethical standards in our organization to efficiently, and, effectively, deliver service with utmost professionalism; and
- Adhere to statutory and regulatory requirements, and continuously improve our Quality Management System and all processes to guarantee our agency's alignment with national and international standards.







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